

November 7, 2012

Request for Proposals Annual Sturgis Rally Sponsorship Agent

Introduction

With an estimated attendance of 445,700 visitors, total attendance at the 2012 72nd Anniversary Rally increased by more than 7%. With the successful completion of the 2012 Sturgis Rally, the City has begun preparation for the 2013 Rally with an eye on 2015's 75th Anniversary Rally, which will surely be an unparalleled spectator event. In addition to a growing number of visitors, a wider variety of people are coming to take part. Many people from throughout the world who may not even be bikers are now coming to be a part of one of world's largest events.

This significant growth is leading Sturgis to expand its rally vending properties and Sponsorship Program. In addition to the Expo, Headquarters and Liquor Store, the City is constructing a new plaza between Lazelle and Main Street. This is sure to become a prime vending opportunity with one of the highest foot traffic counts in the Black Hills. In addition to the new vending properties, the City is looking to expand its Sponsorship Program and partner with a national publisher to expand the Official Rally Magazine. These expansions will mean that the City is recruiting a new Sponsorship Agent. The City is seeking to partner with a firm with global reach who can enhance the development of one of the world's leading lifestyle brands. In addition, the Sponsorship Agent will assist in the program development, ensuring that each Rally is a world class spectacle.

Detail

The Sponsorship Agent will be responsible for the following items:

- Leasing and Rally property management (including adequate staffing) outdoor City Space including:
 - City of Riders EXPO (51,000 sq. ft.)
 - City of Riders Headquarters (on Main Street between Junction and 1st Avenues 2,000 sq. ft.)
 - City of Riders Plaza (between Main Street and Lazelle Street 15,000 sq. ft.)
 - Sturgis Liquors lot (7,200 sq. ft. on Lazelle Street in front of the busy Sturgis Liquor Store)
 - 900 Block lot (Main Street between Junction and Middle Streets 9,000 sq. ft.)
- Selling the City advertisement pages within the Official Rally Magazine;
- Identify, initiate, structure, negotiate and close corporate sponsorship agreements;
- Piloting all sponsorship and marketing strategic planning;
- Researching potential new sources of sponsorship;
- Negotiating sponsorship terms and benefits for contracts;
- Designing sponsorship strategies, building sales plans and presentations for potential sponsors; producing sponsorship collateral for presentations;

- Matching prospects with appropriate sponsorship opportunities;
- Researching corporate marketing trends and identify opportunities;
- Maintaining a list of prospects and implementing on-going corporate cultivation;
- Drafting acknowledgment letters and other correspondence;
- Tracking and completing sponsorship fulfillment;
- Maintaining sponsorship database and status reports;
- Coordinate post event follow up;
- Leasing billboards, banners and signage along significant City corridors;
- Fostering and improving sponsorship relationships;
- Providing public relations/public awareness to improve the awareness of and expanding the sponsorship program;
- Maintaining sponsorship and marketing renewals;
- Negotiating/drafting/issuing sponsorship, marketing and leasing agreements;
- Handling day-to-day administrative needs of program (i.e. handling public inquiry, reviewing applications, providing artwork inquiries to firms);
- Issuing and tracking royalty reporting;
- Fulfillment of Licensor responsibilities in licensing agreements;
- Providing file administration and maintenance.

Sponsorship Program

The City's Sponsorship Program has a history of success and expectations are high. The successful agency will have the opportunity to work with some of America's best corporations including Harley-Davidson Motorcycle Company, Budweiser, Coca-Cola, Ram Trucks, Jack Daniel's, GEICO, AMSOIL, Skil, South Dakota Pork Producers Council, Russ Brown, Lakota Foods, South Dakota Office of Tourism, Rosenbauer, Black Hills Central Reservations, Tom's T's, and Knology. The City has several long term corporate clients who have a history of working in partnership with the City towards a mutually beneficial goal.

Desired Agency Knowledge

- Relevant business development work experience, strong partnership management experience and the ability to deliver immediate value;
- Extensive national contacts throughout corporate America and ability to bring relationships immediately to the table for sponsorship and license marketing efforts;
- Ability to effectively create and deliver high quality written and oral proposals and presentations;
- Extensive experience in developing and managing a licensing and sponsorship solicitation campaign including cultivation, face-to-face presentation, creation of benefits tailored to each sponsorship and licensing prospect and long-term relationship building;
- Ability to effectively multi-task;
- Knowledge of trends in sponsorship, trade marking and fundraising;
- Exemplary interpersonal skills;
- Exceptionally creative and results-oriented;
- Superior customer relationship building, writing, communication, negotiation and networking skills are a must.

Proposal

Please present a commission based proposal for fee compensation along with statement of qualifications including:

- A current client/sponsor representation list of successful sponsorship and trademark licensing deals
- Your Agency's network of industry contacts with corporate relationships
- Scope and type of proposals utilized
- Total sponsorship and licensing revenue netted
- Your Agency's role in each deal

Four original proposals must be submitted to the attention of Daniel Ainslie, City Manager, 1040 2nd Street, Sturgis, SD 57785.

Schedule

Proposals are due by November 30, 2012.

Selected firms will be interviewed by the City of Sturgis during the week of December 10, 2012.

A final contract shall be presented to the chosen firm during the week of December 17, 2012.

Any questions regarding the proposal may be directed to the City Manager (605) 347-4422.